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U. S. DEPT. OF AGRICULTURE
NATIONAL VEGETABLE PROCESSING BOARD

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CURRENT SERIAL RECORDS

VEGETABLES FOR COMMERCIAL PROCESSING

1966 ACREAGE-MARKETING GUIDES



FOREWORD

Most businessmen recognize the desirability of a balance between the supply of their product and the demand for it. However, the sheer number of vegetable producers creates considerable difficulty in achieving this balance for each commodity. Therefore, careful planning is extremely important.

Helping vegetable growers and processors perform this needed planning is the objective of the Acreage-Marketing Guides program. Recommendations included in this publication are an effort by the U. S. Department of Agriculture to help the industry cope with the problems of balancing the supply of each commodity with the demand for it.

Some production influences, such as extremes of the weather, refuse control. But producers have full control over plantings. Thus, they can contribute importantly to balanced market conditions by planting acreages which are likely to result in sufficient supplies to satisfy consumer needs, but insufficient to result in depressed prices.

USDA's Consumer and Marketing Service continually studies markets for various vegetable products. On the basis of this, commodity specialists develop recommendations of acreage levels which are likely to result in supplies which equal market needs. In turn, these recommendations are reviewed by representatives of other USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1966 vegetables for commercial processing are presented in this publication. When acreage has been held within the levels recommended by USDA in the past, few marketing difficulties have been encountered.

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1966 ACREAGE-MARKETING GUIDES
VEGETABLES FOR COMMERCIAL PROCESSING

Acreage-marketing guides are prepared each year for nine major vegetables used for canning and freezing. The commodities included are lima beans, snap beans, beets, cabbage for kraut, sweet corn, cucumbers for pickles, green peas, spinach and tomatoes. A substantial portion of these vegetables is grown on acreage contracted months in advance of planting time. Contracting has been a feature of the vegetable processing industry for many years and has been beneficial to both farmers and processors. The farmer with a contract is reasonably assured of an outlet for his crop and price risks are reduced. The processor benefits by assurance of adequate supplies of raw materials, at pre-determined prices, to fill his pack schedules.

For effective and equitable contracting, both growers and processors must be fully acquainted with the economic forces affecting the industry. Processors make the basic decisions concerning the acreage required. They must translate prospective markets for their finished products into acreage and production levels. As each processor estimates market potential, he must consider carefully all factors influencing the production and marketing of his products. The grower should also be aware of market developments for the various commodities so that he can bargain with processors on a realistic basis. The acreage-marketing guides provide the basic information for each vegetable and the adjustments which may be needed to balance supplies with market requirements.

I. HIGHLIGHTS OF 1965

Plans for increased packs of processed vegetables in 1965 were evidenced by a moderate increase in total acreage planted to processing crops.

As usual, unfavorable weather affected crops in 1965. Dry early-season conditions were a problem in the East -- freezes brought an early end to harvest of some crops in the West. In the Midwest, heavy rains at harvest time seriously damaged some crops. In Wisconsin alone, more than 26 thousand acres of sweet corn planted for processing were abandoned.

Despite these losses, yields of most commodities were high, in line with the trend of recent years. Total production of processing crops in 1965 was larger than in the preceding season.

Most principal processing crops in 1965 were larger than those of a year earlier. Packs of canned lima beans, snap beans, green peas and sauerkraut were all substantially larger than in 1964. The packs of canned sweet corn and pickles were up moderately. The canned beet pack was probably a little below 1964, and that of canned spinach substantially smaller. Among the tomato products, the pack of peeled tomatoes was slightly smaller than in 1964 while those of catsup and chili sauce were larger. The tomato juice pack was down moderately from the preceding year.

Although the packs of most canned vegetables were larger than in 1964, aggregate canned supplies for the 1965-66 season were probably about the same

as in the preceding season because of a reduced total carryover.

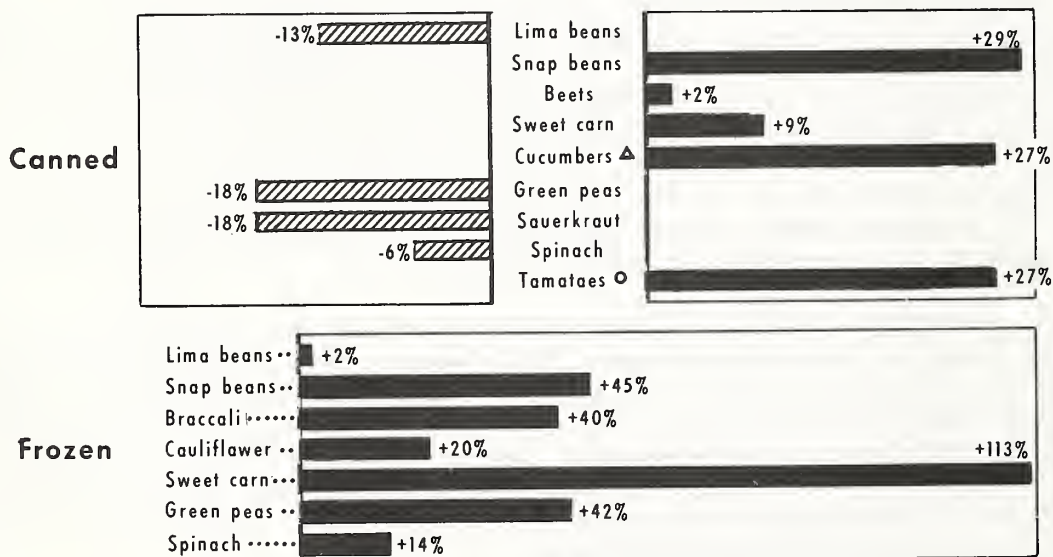
Canners' shipments during the second half of 1965 were unusually large, despite the relatively high prices which prevailed for most items. So aggregate supplies of canned vegetables available for marketing during the first half of 1966 are relatively small.

On the other hand, remaining 1965-66 supplies of frozen vegetables on January 1, 1966 were larger than a year earlier. The total pack of frozen vegetables in 1965 was probably moderately larger than in 1964. The packs of frozen green peas and sweet corn were record large, and available data indicate that the frozen lima bean pack was also up substantially from a year earlier. However, frozen packs of snap beans and spinach were probably at least moderately smaller than in 1964.

Despite large supplies of several items, markets for most frozen vegetables were strong during the early part of the 1965-66 season. Green peas were the principal exception -- prices for frozen peas were down sharply.

In the aggregate, processed vegetables continue to gain in popularity. And U. S. population continues to increase. Damage to fresh vegetables in winter-crop producing areas will contribute to the demand for processed vegetables in early 1966. So, in spite of relatively high prices for a number of items, movement is expected to continue heavy.

PROCESSED VEGETABLES: CHANGES IN PER CAPITA CONSUMPTION FROM 1952-54 TO 1962-64 *



* CIVILIAN CONSUMPTION.

Δ CUCUMBER PICKLES.

$\circ$ TOMATOES AND TOMATO PRODUCTS EXCEPT JUICE.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 140-66 (1) CONSUMER AND MARKETING SERVICE

II. SUMMARY OF RECOMMENDATIONS FOR 1966

The aggregate acreage guide for eight vegetables for commercial processing in 1966 is a planted acreage two percent more than in 1965. The guide for cabbage for kraut (included in the recommendation for early fall cabbage, fresh market and processing) calls for an acreage five percent smaller than in 1965. If production in 1966 is in line with the guide recommendations, supplies of processed vegetables for the 1966-67 marketing season would be adequate to satisfy all anticipated consumer needs and permit stable market conditions.

Commodity	:	Percentage Change in 1966 Planted
	:	Acreage Compared with 1965 percent
Beans, Lima (For Canning).....		Plus 15
(For Freezing).....		Plus 10
Beans, Snap (For Canning).....		Minus 5
(For Freezing).....		Plus 5
Beets		Plus 5
Cabbage for Kraut		Minus 5 <u>1/</u>
Corn, Sweet (For Canning).....		Plus 10
(For Freezing).....		Minus 5
Cucumbers for Pickles		No change
Peas, Green (For Canning).....		No change
(For Freezing).....		Minus 15
Spinach (For Canning).....		Plus 15
(For Freezing).....		Minus 5
Tomatoes		California: Plus 15
		All other States: Plus 5

1/ Recommendation for early fall cabbage, fresh market and processing.

III. DEMAND FOR VEGETABLES IN 1966

With the beginning of the new year, the outlook continues to be optimistic for the economic expansion to continue. Gross National Product this year is expected to rise substantially, possibly matching last year's over seven percent gain.

Supported by rising employment and wage rates, consumer spending for goods and services rose almost seven and one-half percent last year. Spending for food increased about six percent from 1964 to 1965. Per capita consumption of vegetables rose in 1965 as supplies increased slightly. However, with demand continuing strong, prices received by farmers rose. As a result, cash receipts from marketings of vegetables increased sharply from 1964 to 1965. Prospects for higher income per capita point to a continued strong demand for vegetables through the summer and fall of this year.

IV. FOREIGN TRADE

Asparagus leads the list of canned vegetables exported from the United States. About 2.2 million cases of this commodity were exported during the 1964-65 marketing year, a quantity almost identical to the preceding season. As usual, most of the volume moved to Europe -- West Germany alone took over half of our canned asparagus exports.

Shipments of canned snap beans and peas were both down from a year earlier. But exports of canned sweet corn were up 12 percent and were the largest recorded for this commodity since the 1956-57 season.

Aggregate exports of canned tomato products were also larger than in the preceding year. The gain was principally the result of larger shipments of peeled tomatoes to Canada. That country took more than a half million cases in 1964-65. Exports of tomato paste, puree and sauce were little different than in the preceding year.

Imports of major canned vegetables into the United States are limited largely to tomatoes and tomato products. Most of these originate in Italy. Imports of canned tomato items in 1964-65 were slightly larger than a year earlier, but substantially below the levels of the two preceding years.

Commercial Vegetables for Processing - 1966 Acreage Guide with Comparisons

Commodity	Planted Acreage										Percent Acreage Guide is of:			
	1966	1965	1964	1963	1962	1965	1964	1963	1962	1964	1963	1962	percent	
	Guide	Prel.	Guide	Prel.	Guide	Prel.	Guide	Prel.	Guide	Prel.	Guide	Prel.		
	1,000 acres													
Beans, Lima														
For Canning	32.4	28.2	23.3	24.8	33.3	115	139	131	97					
For Freezing	67.2	61.1	56.1	49.8	63.2	110	120	135	106					
Total	99.6	89.3	79.4	74.6	96.5	112	125	134	103					
Beans, Snap														
For Canning	184.6	194.4	173.1	154.3	146.0	95	107	120	126					
For Freezing	53.8	51.2	57.2	51.0	43.6	105	94	105	123					
Total	238.4	245.6	230.3	205.3	189.6	97	104	116	126					
Beets	16.5	15.7	17.3	19.6	18.5	105	95	84	89					
Cabbage for Kraut ^{1/}														
Corn, Sweet														
For Canning	355.7	323.4	284.8	323.0	378.1	110	125	110	94					
For Freezing	102.2	107.6	85.1	83.7	87.3	95	120	122	117					
Total	457.9	431.0	369.9	406.7	465.4	106	124	113	98					
Cucumbers for Pickles	116.3	116.3	118.5	118.7	108.5	100	98	98	107					
Peas, Green														
For Canning	294.4	294.4	279.2	286.0	273.6	100	105	103	108					
For Freezing	143.2	168.4	157.8	152.6	162.2	85	91	94	88					
Total	437.6	462.8	437.0	438.6	435.8	95	100	100	100					
Spinach														
For Canning	14.8	12.9	15.3	17.8	16.8	115	97	83	88					
For Freezing	12.5	13.2	12.7	12.1	12.1	95	98	103	103					
Total	27.3	26.1	28.0	29.9	28.9	105	98	91	94					
Tomatoes	271.9	247.9	272.8	250.2	328.9	110	100	109	83					
Total	1,665.5	1,634.7	1,553.2	1,543.6	1,672.1	102	107	108	100					

^{1/} Included in total early fall crop (fresh market and kraut combined).

Commercial Vegetables for Processing - 1966 Probable Production with Comparisons

Commodity	Production				: Probable Production from Acreage			
	1,000 tons				Guide as percent of:			
	1966	1965	1964	1963	1962	1965	1964	1963
	Guide	Prel.	Prel.			Prel.		
								percent
Beans, Lima								
For Canning	28.9	23.8	18.1	24.3	30.3	121	160	119
For Freezing	78.5	71.1	60.7	60.5	78.2	110	129	130
Total	107.4	94.9	78.8	84.8	108.5	113	136	127
Beans, Snap								
For Canning	403.4	424.2	346.1	348.9	337.8	95	117	116
For Freezing	117.6	112.3	123.6	125.0	112.4	105	95	94
Total	521.0	536.5	469.7	473.9	450.2	97	111	110
Beets	183.4	176.6	180.3	214.0	209.4	104	102	86
Cabbage for Kraut 2/								
Corn, Sweet								
For Canning	1,401.0	1,181.6	1,104.8	1,323.3	1,435.2	119	127	106
For Freezing	429.4	432.6	361.0	355.8	364.0	99	119	121
Total	1,830.4	1,614.2	1,465.8	1,679.1	1,799.2	113	125	109
Cucumbers for Pickles	438.0	444.9	427.6	470.2	409.5	98	102	93
Peas, Green								
For Canning	341.7	370.0	295.2	324.7	329.5	92	116	105
For Freezing	183.3	233.4	190.1	191.9	197.1	79	96	96
Total	525.0	603.4	485.3	516.6	526.6	87	108	102
Spinach								
For Canning	77.3	61.1	78.4	84.9	65.6	127	99	91
For Freezing	65.2	63.2	68.4	70.8	56.5	103	95	92
Total	142.5	124.3	146.8	155.7	122.1	115	97	92
Tomatoes	4,687.7	4,395.4	4,561.0	4,070.6	5,377.0	107	103	115
Total	8,435.4	7,990.2	7,815.3	7,664.9	9,002.5	106	108	110

1/ Computed: Acreage for 1966, times average yield.

2/ Included in total early fall crop (fresh market and kraut combined).

1966 Acreage-Marketing Guides
Vegetables for Commercial Processing

Lima Beans

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> : <u>For harvest</u> :	per acre	: <u>Production</u> :	<u>Price</u> ^{1/} :	<u>Value</u> ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)

1966 Planted Acreage Guide
and probable production

Canning (acreage 15 percent more than in 1965)	32.4	2/	.95	28.9	
Freezing (acreage 10 percent more than in 1965)	67.2	3/	1.23	78.5	
Total	99.6			107.4	

Background statistics

Canning

1965 Prel.	28.2	25.2	.95	23.8	152.80	3,640
1964	23.3	21.5	.84	18.1	152.60	2,763
1963	24.8	23.9	1.02	24.3	133.00	3,234
1962	33.3	30.9	.98	30.3	133.60	4,043
1961	35.3	34.2	.95	32.3	123.20	3,981

Freezing

1965 Prel.	61.1	57.7	1.23	71.1	184.30	13,099
1964	56.1	54.4	1.12	60.7	190.20	11,547
1963	49.8	47.7	1.27	60.5	154.50	9,354
1962	63.2	61.1	1.28	78.2	157.80	12,336
1961	69.0	65.9	1.27	83.4	153.30	12,787

Total

1965 Prel.	89.3	82.9	1.14	94.9	176.40	16,739
1964	79.4	75.9	1.04	78.8	181.60	14,310
1963	74.6	71.6	1.18	84.8	148.40	12,588
1962	96.5	92.0	1.18	108.5	151.00	16,379
1961	104.3	100.1	1.16	115.7	144.90	16,768

1/ See footnote on page 35.

2/ 1962-65 average yield.

3/ 1961-65 average yield.

Comments

Light holdings of both canned and frozen lima beans prompted a substantial increase in 1965 planted acreage. Plantings of limas for canning were up more than a fifth from the low levels in both 1963 and 1964. The acreage of lima beans for freezing continued to regain the level it held prior to the sharp cutback in 1963. While an 11 percent increase in baby lima plantings accounted for most of the change, acreage of Fordhooks also was up moderately in 1965.

All major producing States contributed to the 1965 increase in plantings. California had the largest gain, but much larger acreages than in 1964 were also reported in Washington, Wisconsin, Michigan and Delaware. Total acreage harvested, however, was not as large as expected, largely because of heavy abandonment in Wisconsin. So, even though average yields were generally good, total production was less than planned.

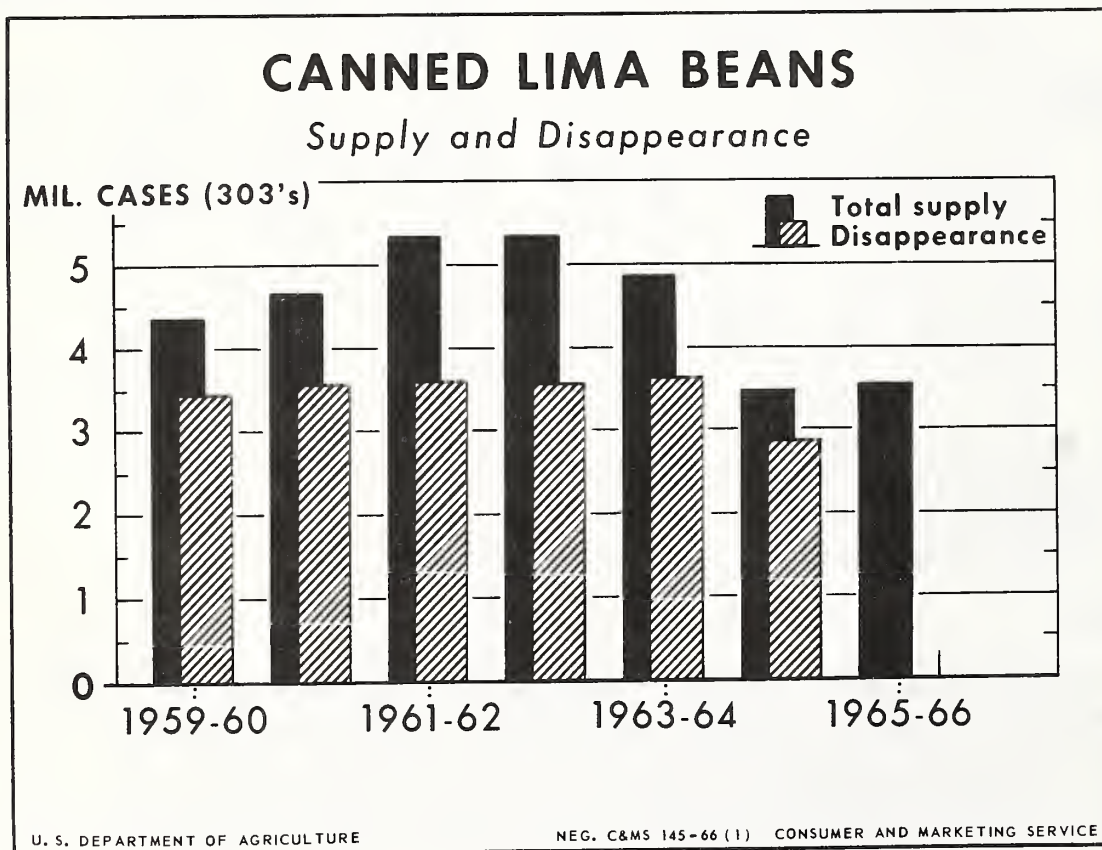
Canned Lima Beans

Consumption of canned limas during the 1964-65 season was limited by the extremely light holdings. By the end of the season, canners' stocks were almost totally depleted. Furthermore, the much larger pack in 1965 did not relieve the situation. Total supplies for 1965-66 marketing were not materially larger than a year earlier.

Through December, 1965, canners' shipments have apparently been greater than in the comparable 1964 period. And although prices have been high, disappearance in 1965-66 probably will be at least as large as in 1964-65, and the carryover will again be light. Assuming reasonably good growing conditions in 1966, a substantial acreage increase will be needed to provide adequate supplies.

1966 Guide - Canning

The 1966 guide is a planted acreage 15 percent more than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 21 percent more than in 1965.



Frozen Lima Beans

Through the 1964-65 season, total holdings of frozen lima beans were down substantially from the fairly heavy levels of the previous season. Prices improved materially in late 1964 and continued stable through most of 1965. While disappearance was a little less than in the previous season, it was about equal to the average during the three previous seasons. This resulted in a relatively light carryover into the 1965 packing season.

Available data indicate that the 1965 frozen pack was much larger than in 1964. But since the carryover was small, total supplies for 1965-66 were probably not substantially different than a year earlier.

There was some advance in prices in late 1965. However, should disappearance be similar to that in 1964-65, carryover into the 1966 pack would again be relatively light. A 1966 pack larger than that of 1965 appears necessary to balance supplies with market needs.

1966 Guide - Freezing

The 1966 guide is a planted acreage 10 percent more than in 1965. Such an acreage, with normal abandonment and a 1961-65 average yield, will result in a production 10 percent more than in 1965.

Supply and Disappearance of Processed Lima Beans

Commodity	Marketing Season				
	: 1965-66	: 1964-65	: 1963-64	: 1962-63	: 1961-62

Canned Lima Beans

Million cases basis 24/303's

Carryover	.6	1.3	1.8	1.7	1.1
Pack	3.0	2.2	3.1	3.6	4.2
Total Supply	3.6	3.5	4.9	5.3	5.3
Disappearance	N.A.	2.9	3.6	3.5	3.6
Carryover	N.A.	.6	1.3	1.8	1.7

Frozen Lima Beans

Million pounds

Carryover	24.9	47.0	71.5	54.8	33.8
Pack	N.A.	116.5	117.7	150.6	159.9
Total Supply	N.A.	163.5	189.2	205.4	193.7
Disappearance	N.A.	138.6	142.2	133.9	138.9
Carryover	N.A.	24.9	47.0	71.5	54.8

N.A. - Not Available. Source: Canned pack and canners' carryover data from National Cannery Association. Distributors' canned stocks, included in carryover and total supply, from Bureau of the Census, U. S. Department of Commerce. Frozen carryover from Cold Storage Report, Statistical Reporting Service, USDA. Frozen pack from National Association of Frozen Food Packers.

1966 Acreage-Marketing Guides
Vegetables for Commercial Processing

Snap Beans

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted</u> :	: <u>For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per (\$1,000 ton)

1966 Planted Acreage Guide
and probable production

Canning (acreage 5 percent less than in 1965)	184.6	2/ 2.3	403.4
Freezing (acreage 5 percent more than in 1965)	<u>53.8</u>	3/ 2.3	<u>117.6</u>
Total	238.4		521.0

Background statistics

Canning

1965 Prel.	194.4	179.8	2.4	424.2	94.00	39,890
1964	173.1	163.2	2.1	346.1	98.60	34,129
1963	154.3	145.9	2.4	348.9	97.30	33,946
1962	146.0	139.5	2.4	337.8	97.60	32,974
1961	146.5	141.7	2.5	358.1	101.10	36,200

Freezing

1965 Prel.	51.2	49.5	2.3	112.3	106.40	11,948
1964	57.2	53.7	2.3	123.6	110.40	13,648
1963	51.0	48.0	2.6	125.0	106.30	13,298
1962	43.6	42.9	2.6	112.4	114.40	12,852
1961	50.4	47.3	2.5	119.9	116.50	13,969

Total

1965 Prel.	245.6	229.3	2.3	536.5	96.60	51,838
1964	230.3	216.9	2.2	469.7	101.70	47,777
1963	205.3	193.9	2.4	473.9	99.70	47,244
1962	189.6	182.4	2.5	450.2	101.80	45,826
1961	196.9	189.0	2.5	478.0	105.00	50,169

1/ See footnote on page 35.

2/ 1963-65 average yield.

3/ 1964-65 average yield.

Comments

Total acreage of snap beans for processing continued to expand in 1965, but the increase was limited to plantings for canning. Acreage for freezing was reduced more than a tenth from 1964. Although plantings in New York and Pennsylvania were somewhat larger than in 1964, most of the increase was concentrated in major producing States in the Midwest and the West. Increases in Oregon and California were particularly sharp as processors continued to shift from pole-

type varieties to the lower-yielding bush varieties.

As usual, most areas experienced some unfavorable growing weather in 1965. Extended dry conditions impaired yields in Alabama and Texas. Some crops in the East were also affected early by a lack of moisture, but average area yields were about normal. In the West, conditions were favorable and good yields were obtained.

Crops in the Midwest were delayed by wet weather in late May and a freeze on May 29. Furthermore, harvesting was seriously handicapped by heavy rains, and a relatively large portion of Wisconsin plantings were abandoned. Despite these problems, midwestern production was up sharply from 1964. Production in the Mid-Atlantic States was also much larger than a year earlier.

Canned Snap Beans

Total supplies of canned snap beans in 1964-65 were moderately smaller than in each of the preceding three seasons. Even so, canners' shipments were record high. On July 1, 1965, remaining stocks were relatively light. Production for canning, however, was 23 percent above 1964. And according to the National Canners Association, the pack was 22 percent larger than in 1964.

Even though disappearance during the 1965-66 season may exceed the record level of last season, the carryover will probably be much larger than in 1965. Therefore, 1966-67 supply needs could be filled with a smaller pack in 1966.

1966 Guide - Canning

The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 5 percent less than in 1965.

Frozen Snap Beans

A larger volume of supplies was available in 1964-65 than in the preceding season, and frozen snap beans moved through marketing channels at a high rate. Total disappearance was second only to the record quantity moved in 1962-63. Nevertheless, carryover stocks on July 1, 1965 were a little above a year earlier and above the 1961-63 average.

Pack data are not yet available from the National Association of Frozen Food Packers. But information regarding production for freezing indicates that the 1965 pack was smaller than the 1964 pack. Holdings, however, are adequate. On December 31, 1965, they amounted to 129 million pounds which compared with 133 million pounds a year earlier. Disappearance during 1965-66 is expected to continue at a relatively high rate. In 1966, an acreage larger than in 1965 will be needed to meet pack requirements.

1966 Guide - Freezing

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 5 percent more than in 1965.

Supply and Disappearance of Processed Snap Beans

Commodity	Marketing Season				
	1965-66	1964-65	1963-64	1962-63	1961-62

Canned Snap Beans

Million cases basis 24/303's

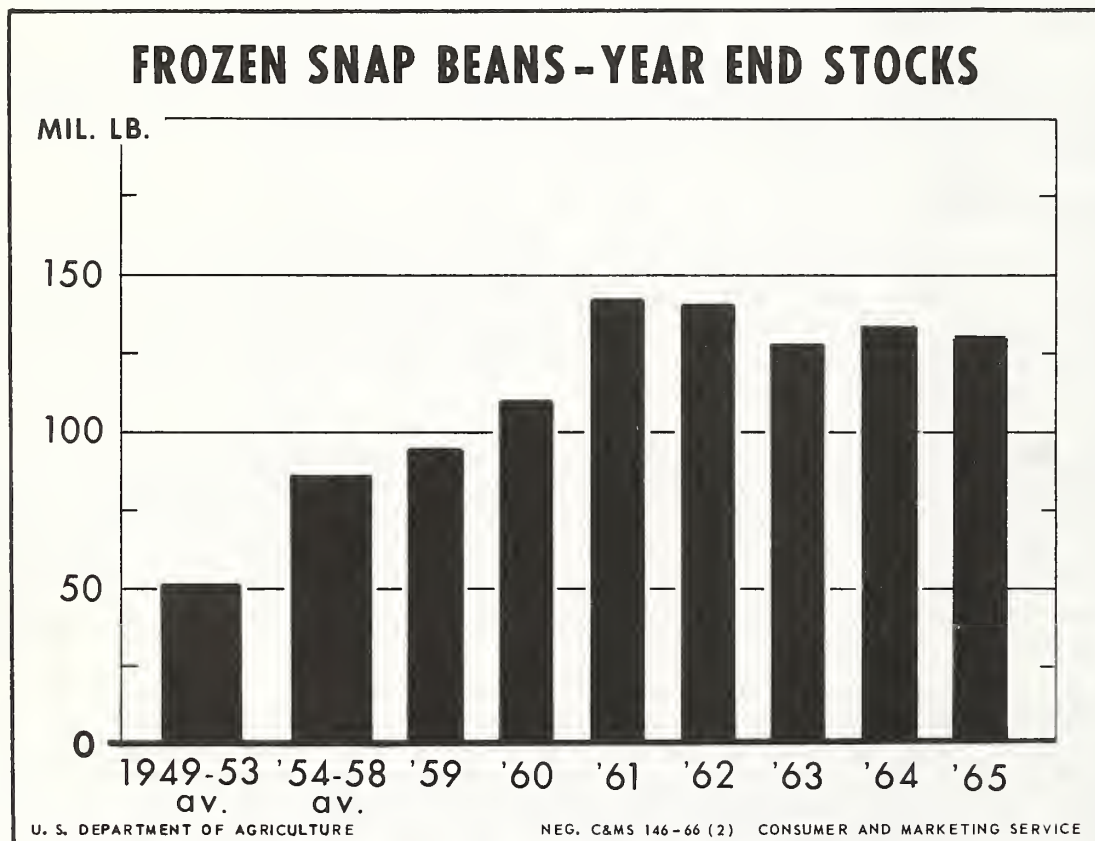
Carryover	7.1	9.3	9.6	10.6	7.4
Pack	45.6	37.4	37.7	36.9	40.2
Total Supply	52.7	46.7	47.3	47.5	47.6
Disappearance	N.A.	39.6	38.0	37.9	37.0
Carryover	N.A.	7.1	9.3	9.6	10.6

Frozen Snap Beans

Million pounds

Carryover	52.2	50.8	44.8	62.0	38.4
Pack	N.A.	187.5	170.2	175.9	189.5
Total Supply	N.A.	238.3	215.0	237.9	227.9
Disappearance	N.A.	186.1	164.2	193.1	165.9
Carryover	N.A.	52.2	50.8	44.8	62.0

N.A. - Not Available. Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.



1966 Acreage-Marketing Guides
Vegetables for Commercial Processing

Beets

Year	: :Planted: (1,000 acres)	Acreage :For harvest: (1,000 acres)	Yield : per acre : (tons)	Production : (1,000 tons)	Price ^{1/} : (\$ per ton)	Value ^{1/} : (\$1,000)
1966 Planted Acreage Guide and probable production (planted acreage 5 percent more than in 1965) 16.5						
		2/	11.7	183.4		
<u>Background statistics</u>						
1965 Prel.	15.7	14.4	12.3	176.6	18.50	3,268
1964	17.3	16.5	10.9	180.3	19.10	3,443
1963	19.6	19.0	11.3	214.0	17.30	3,694
1962	18.5	17.2	12.2	209.4	18.80	3,929
1961	17.6	17.1	10.6	181.6	18.60	3,374

1/ See footnote on page 35.

2/ 1962-65 average yield.

Comments

Acreage of beets for canning in 1965 was nine percent below a year earlier and smallest since 1960. The reduction mainly reflected processors' efforts to balance supplies with market requirements. Supplies of canned beets had reached extremely high levels following the 1963 pack, and a pack reduction in 1964 only partly relieved the situation.

Plentiful moisture late in the 1965 growing season more than offset earlier deficiencies. Although this led to higher than normal acreage abandonment, it also prompted large sizes and high yields. The average yield per acre was record high and 13 percent above average. Production, however, was slightly below that of 1964.

An excellent disappearance of canned beets was recorded in the 1964-65 season. Carryover into the 1965 packing season was below the heavy inventory of a year earlier, although a fourth larger than the 1959-63 average. The reduced production in 1965 appears to have substantially relieved the burdensome supply situation of the last few years. Supplies are still plentiful, but they are probably smaller than in any season since 1961-62.

While canners may not have gained the preferred inventory distribution among styles, they have substantially relieved the overall surplus which has recently plagued the canned beet market. Price advances during the second half of 1965 attested to the improvement.

Reduced stocks of several other canned vegetables may stimulate movement of canned beets during the 1965-66 season. If shipments approach the levels of the past few years, a larger pack in 1966 will be desirable.

1966 Guide

The 1966 guide is a planted acreage 5 percent more than in 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 4 percent larger than in 1965.

Supply and Disappearance of Canned Beets

Commodity	Marketing Season				
	1965-66	1964-65	1963-64	1962-63	1961-62

Canned Beets

Million cases basis 24/303's

Carryover	4.7	5.8	4.6	2.9	2.8
Pack	N.A.	10.7	12.6	12.6	10.6
Total Supply	N.A.	16.5	17.2	15.5	13.4
Disappearance	N.A.	11.8	11.4	10.9	10.5
Carryover	N.A.	4.7	5.8	4.6	2.9

N.A. - Not Available. Source: National Cannery Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.

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Cabbage - Early Fall
(Fresh Market and Processing)

(New Hampshire, Massachusetts, Rhode Island, Connecticut, New York,
(L.I.), New York, (Other), New Jersey, Pennsylvania, Ohio, Michigan,
Idaho, Wisconsin, Minnesota, Utah and Oregon)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000) cwt.)

1966 Planted Acreage Guide
and probable production

(planted acreage 5 percent
less than in 1965) 32,300

1/ 264 8,186

Background statistics

1965 Prel.	34,010	32,340	279	<u>2/</u> 9,017	1.41	12,424
1964	32,890	31,370	249	7,822	2.30	18,019
1959-63 Average	32,730	31,430	256	<u>2/</u> 8,062	1.71	13,540

1/ 1963-65 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded
in computing value: 47 in 1960 and 231 in 1965.

Comments

Because of a short 1964 pack, kraut carryover into the 1965 packing season was substantially below normal. Increased contract acreage reflected plans for a large 1965 pack and high yields added to the effects of the increase. Total early fall production, which accounts for the bulk of processing supplies, was 15 percent above 1964.

Heavy shipments largely offset the larger cuttings. On January 1, 1966, stocks were 17 percent larger than a year earlier, but only slightly above the average of the preceding five years.

Kraut prices declined a little in the late summer and early fall of 1965. But the market held substantially above the low levels of the early 1960's.

Total disappearance for the 1965-66 season will likely be at least moderately larger than a year earlier. Production requirements for kraut in 1966 may be little different than in 1965. But an acreage reduction will be necessary to balance fresh market supplies with needs.

1966 Guide

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 9 percent smaller than in 1965.

Supply and Disappearance of Sauerkraut

Commodity	:	Marketing Season				
		: 1965-66	: 1964-65	: 1963-64	: 1962-63	: 1961-62

Sauerkraut

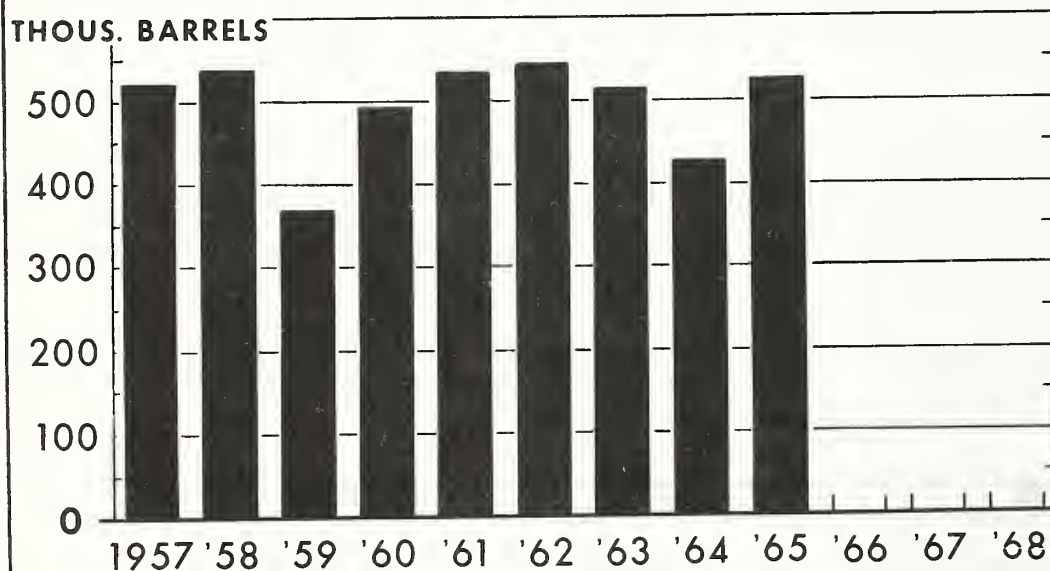
Million cases basis 24/303's

Carryover	2.7	4.3	4.3	4.3	3.9
Pack	N.A.	8.3	10.2	11.1	10.7
Total Supply	N.A.	12.6	14.5	15.4	14.6
Disappearance	N.A.	9.9	10.2	11.1	10.3
Carryover	N.A.	2.7	4.3	4.3	4.3

N.A. - Not Available. Source: Packers' carryover and cuttings data from National Kraut Packers Association. Distributors' canned stocks, included in carryover and total supply, from Bureau of the Census, U. S. Department of Commerce.

PACKERS' SAUERKRAUT INVENTORY

December 1 Stocks



STOCK DATA FROM NATIONAL KRAUT PACKERS ASSOCIATION.

U. S. DEPARTMENT OF AGRICULTURE

NEG. C&MS 141-66 (1) CONSUMER AND MARKETING SERVICE

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Sweet Corn

Year	: Acreage : :Planted:For harvest:	Yield : : per acre :	: :Production:	: :Price ^{1/} :	: :Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1966 Planted Acreage Guide</u> <u>and probable production</u>					
Canning (acreage 10 percent more than in 1965)	355.7	<u>2/</u> 4.19	1,401.0		
Freezing (acreage 5 percent less than in 1965)	<u>102.2</u>	<u>2/</u> 4.47	<u>429.4</u>		
Total	457.9		1,830.4		

Background statistics

Canning

1965 Prel.	323.4	277.5	4.26	1,181.6	21.70	25,615
1964	284.8	271.6	4.07	1,104.8	19.80	21,887
1963	323.0	312.5	4.23	1,323.3	19.20	25,395
1962	378.1	357.9	4.01	1,435.2	19.40	27,785
1961	379.3	365.7	3.75	1,373.1	18.80	25,843

Freezing

1965 Prel.	107.6	99.4	4.35	432.6	24.00	10,393
1964	85.1	78.4	4.60	361.0	22.90	8,266
1963	83.7	79.8	4.46	355.8	22.90	8,144
1962	87.3	84.9	4.29	364.0	23.00	8,359
1961	89.3	84.8	4.16	353.2	21.80	7,702

Total

1965 Prel.	431.0	376.9	4.28	1,614.2	22.30	36,008
1964	369.9	350.0	4.19	1,465.8	20.60	30,153
1963	406.7	392.3	4.28	1,679.1	20.00	33,539
1962	465.4	442.8	4.06	1,799.2	20.10	36,144
1961	468.6	450.5	3.83	1,726.3	19.40	33,545

1/ See footnote on page 35.

2/ 1963-65 average yield.

Comments

Holdings of canned and frozen sweet corn at the end of the 1964-65 marketing season were substantially below average. In 1965, growers increased total plantings of sweet corn for processing by 17 percent. But following adverse weather, more than half of the acreage increase was accounted for as loss or was not harvested. Planting and crop development were delayed by late spring frosts. And heavy fall rains in some major producing areas prevented harvest completion. In Wisconsin, the top State in production, acreage loss in 1965 amounted to 23 percent. Acreage losses of 18, 12 and 11 percent were reported

in Idaho, Minnesota and Illinois, respectively.

Total acreage harvested in 1965 was eight percent above 1964. The total production was a tenth above the relatively small tonnage reported in 1964. Yields on acreage harvested for canning increased to a new high. The production for canning in 1965 was seven percent more than in 1964. Although yields on acreages for freezing declined from the record high in 1964, total production for freezing was a new high and 20 percent above the 1964 season.

Canned Sweet Corn

A slightly larger pack in 1965 than a year earlier failed to offset a small carryover. Total canned supply at the start of the 1965-66 season was eight percent below the preceding season, and the smallest since 1960.

Disappearance of canned sweet corn during the past four years held within a narrow range -- from 41.7 to 44.9 million cases, basis 24/303's. But canners' shipments in the first part of the current season were at a rate 20 percent above average. Shipments in the latter part of the current season may decline from the unusually high early-season rate. Carryover into the 1966 packing season, however, will probably be small. So it will be necessary for the canned sweet corn pack in 1966 to be substantially larger than in 1965.

1966 Guide - Canning

The 1966 guide is a planted acreage 10 percent more than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production 19 percent above 1965.

Frozen Sweet Corn

Disappearance of frozen sweet corn has set a new record each season since 1960. In 1964-65, total disappearance increased seven percent from the previous season, and carryover in early August, 1965 was 44 percent below a year earlier. Due to a record pack, total supply in the current season was indicated to be record high, moderately above 1964-65.

Disappearance of the 1965-66 supply has been high. Frozen stocks on December 31, 1965 were 147 million pounds compared with 135 million a year earlier. And despite the large supply, prices have averaged above year-earlier levels.

Although continued good movement is likely, carryover into the 1966 packing season is likely to be up substantially from a year earlier. If growing conditions are normal, a crop sufficient for 1966 pack requirements can be obtained on an acreage moderately smaller than in 1965.

1966 Guide - Freezing

The 1966 guide is a planted acreage 5 percent less than in 1965. Such an acreage, with normal abandonment and a 1963-65 average yield, will result in a production one percent below 1965.

Supply and Disappearance of Processed Sweet Corn

Commodity	Marketing Season				
	1965-66	1964-65	1963-64	1962-63	1961-62

Canned Sweet Corn

Million cases basis 24/303's

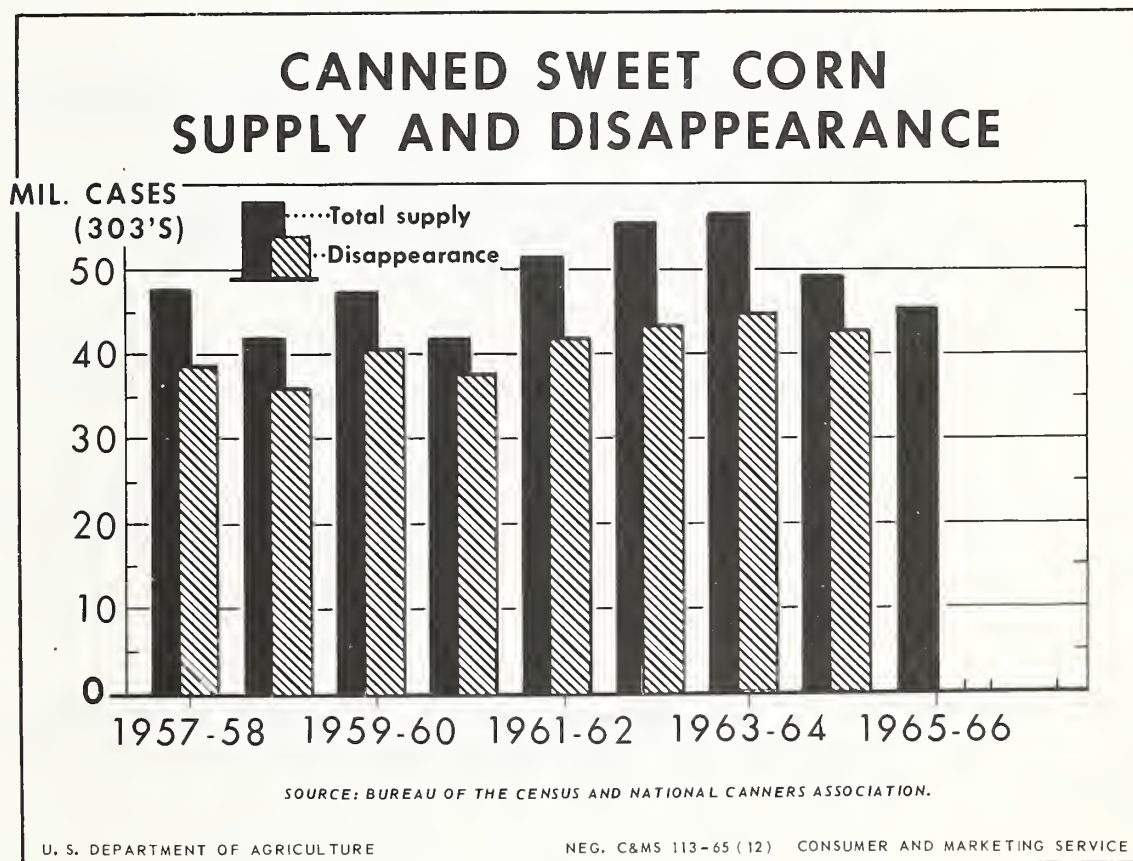
Carryover	6.3	11.5	12.2	9.7	5.2
Pack	39.1	37.6	44.2	45.7	46.2
Total Supply	45.4	49.1	56.4	55.4	51.4
Disappearance	N.A.	42.8	44.9	43.2	41.7
Carryover	N.A.	6.3	11.5	12.2	9.7

Frozen Sweet Corn

Million pounds

Carryover	22.2	39.5	50.5	49.8	29.5
Pack	N.A.	187.6	179.9	180.3	181.0
Total Supply	N.A.	227.1	230.4	230.1	210.5
Disappearance	N.A.	204.9	190.9	179.6	160.7
Carryover	N.A.	22.2	39.5	50.5	49.8

N.A. - Not Available. Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.



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Cucumbers

Year	: <u>Acreage</u> :		Yield	:	:	:	:
	: <u>Planted</u> :	: <u>For harvest</u> :	: <u>per acre</u> :	: <u>Production</u> :	: <u>Price</u> ^{1/} :	: <u>Value</u> ^{1/} :	
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)	
<u>1966 Planted Acreage Guide</u> <u>and probable production</u> (planted acreage equal to 1965)							
	116.3		<u>2/</u> 4.05		438.0		
<u>Background statistics</u>							
1965 Prel.	116.3	109.3	4.07	<u>3/</u>	444.9	75.50	32,558
1964	118.5	110.9	3.86		427.6	65.90	28,178
1963	118.7	110.2	4.27		470.2	56.00	26,310
1962	108.5	102.0	4.01		409.5	53.80	22,018
1961	116.5	108.3	3.94		426.6	56.00	23,872

1/ See footnote on page 35.

2/ 1962-65 average yield.

3/ Includes 13,630 tons not marketed in 1965 and excluded in computing value.

Comments

The small decrease in total U. S. plantings in 1965 reflected substantially less acreage in Michigan and Wisconsin. Plantings in northern States were 13 percent below 1964. The southern and western States had a net acreage increase.

Yields in Alabama, Georgia, northern Florida and in New England were affected by dry weather. But crops in most other areas made good growth. The U. S. average yield was moderately above average.

Disappearance of pickles and pickle products during the 1964-65 season was slightly below the record of the previous season, but still above average. Carryover of stocks on October 1, 1965 was seven percent below the large holdings of a year earlier.

The 1965 crop was moderately larger than in 1964. Disappearance through the remainder of 1966 may be larger than in 1965. Nevertheless, carryover on October 1, 1966 should be above average. Production requirements in 1966 are expected to be about the same as in 1965.

1966 Guide

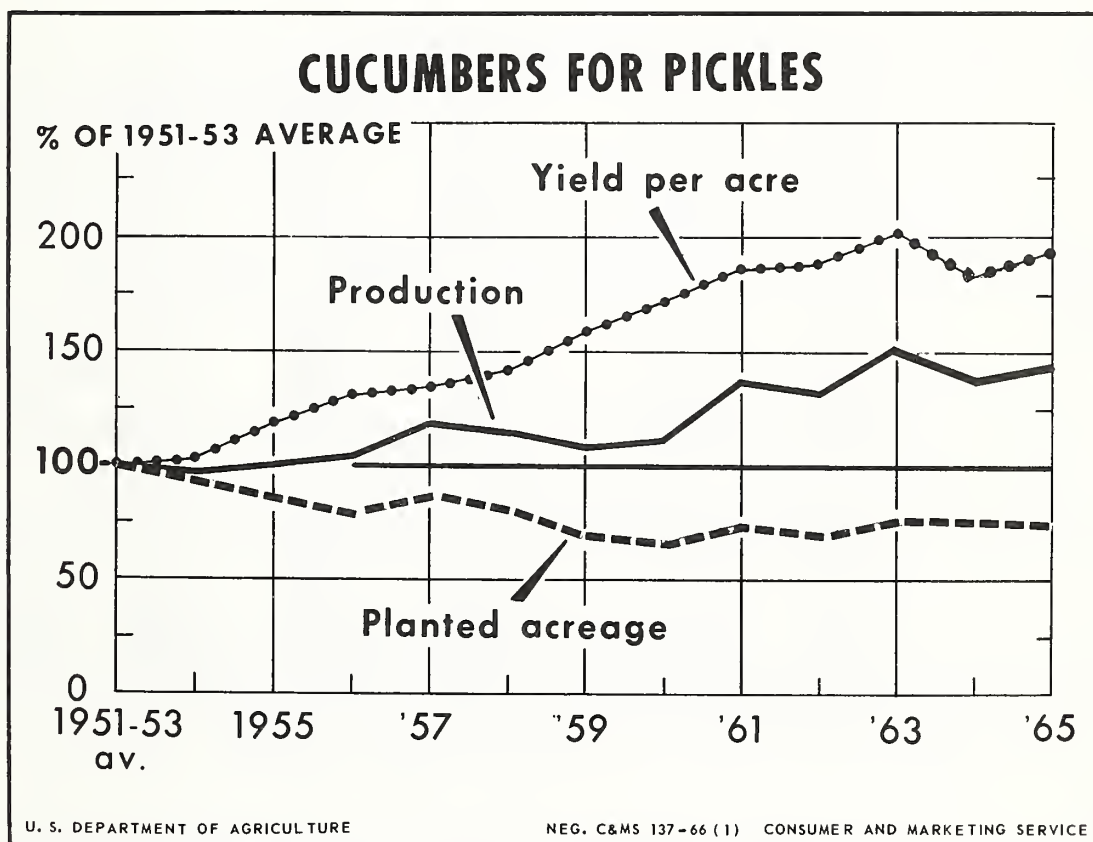
The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1962-65 average yield, will result in a production 2 percent less than in 1965.

Supply and Disappearance of Pickles

Commodity	Marketing Season				
	1965-66	1964-65	1963-64	1962-63	1961-62
<u>Thousand tons</u>					
October 1 Stocks <u>1/</u>	72.6	77.8	53.3	59.1	54.8
Production	444.9	427.6	470.2	409.5	426.6
Total Supply	517.5	505.4	523.5	468.6	481.4
Disappearance	N.A.	432.8	445.7	415.3	422.3

1/ From previous crop. Fresh pack included beginning 1962-63; salt and dill stocks only in prior years.

N.A. - Not Available. Source: Statistical Reporting Service, USDA.



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Peas

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted; For harvest:</u> :	per acre :	<u>Production:</u>	<u>Price</u> ^{1/} :	<u>Value</u> ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1966 Planted Acreage Guide</u> <u>and probable production</u>					
Canning (acreage equal to 1965)	294.4	<u>2/</u> 1.209	341.7		
Freezing (acreage 15 percent less than in 1965)	<u>143.2</u>	<u>2/</u> 1.362	<u>183.3</u>		
Total	437.6		525.0		

Background statistics

Canning

1965 Prel.	294.4	282.4	1.310	370.0	99.90	36,979
1964	279.2	266.6	1.108	295.2	94.80	27,982
1963	286.0	276.5	1.174	324.7	85.30	27,703
1962	273.6	263.6	1.250	329.5	84.00	27,663
1961	256.0	248.7	1.254	311.8	85.60	26,693

Freezing

1965 Prel.	168.4	159.5	1.463	233.4	99.40	23,209
1964	157.8	150.8	1.260	190.1	100.20	19,037
1963	152.6	145.6	1.318	191.9	85.40	16,389
1962	162.2	143.5	1.374	197.1	86.40	17,037
1961	167.6	152.8	1.300	198.7	87.00	17,291

Total

1965 Prel.	462.8	441.9	1.366	603.4	99.70	60,188
1964	437.0	417.4	1.162	485.3	96.90	47,019
1963	438.6	422.1	1.224	516.6	85.40	44,092
1962	435.8	407.1	1.294	526.6	84.90	44,700
1961	423.6	401.5	1.272	510.5	86.20	43,984

^{1/} See footnote on page 35.

^{2/} 1964-65 average yield.

Comments

Acreage planted to green peas for processing in 1965 was moderately larger than a year earlier and largest since 1957. Increases were made for both canning and freezing. Dry weather affected crops in the Northeast. Below-average yields in Pennsylvania and Delaware reflected this problem. But in general, conditions were good -- average yields of peas for freezing were record high, while those of peas for canning were above average.

Total production was record large and about a fourth greater than in 1964. Production for canning was 25 percent larger than in 1964 while the crop for freezing was 23 percent larger.

Canned Peas

During the early 1960's, supplies of canned peas were relatively stable, averaging a little below 40 million cases (basis 24/303's) per season. However, the 1964-65 supply, at 38 million cases, was the smallest in ten years. Although disappearance was below average, the carryover into the 1965 packing season was light.

The large 1965 pack more than offset the light carryover, and total supplies for the current marketing season were the largest since 1959-60. Despite heavier supplies, canned pea markets have been steady, with prices firm and movement active. Through January 1, 1966, canners' shipments amounted to 22 million cases, substantially more than the movement to the same date a year earlier.

Carryover into the 1966 packing season will probably be larger than it has been for several years. Even so, canners will probably require the production from an acreage equal to 1965.

1966 Guide - Canning

The 1966 guide is a planted acreage equal to 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 8 percent smaller than in 1965.

Frozen Peas

Holdings of frozen peas at the start of the 1965 packing season were moderately below those of a year earlier. However, the huge pack far offset the light carryover. At 429 million pounds, the 1965 pack was nearly a fifth larger than any pack previously recorded for this commodity. Total supplies available for the current season were 20 percent larger than in 1964-65.

There has been a marked increase in utilization of frozen peas in the last few years. Prices fell sharply during the early part of the 1965-66 shipping season and disappearance is likely to be record large. Even so, carryover into the 1966 packing season will probably be substantially larger than any previously recorded. Production for 1966 pack requirements can be obtained on an acreage considerably below that of 1965.

1966 Guide - Freezing

The 1966 guide is a planted acreage 15 percent less than in 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 21 percent smaller than in 1965.

Supply and Disappearance of Processed Green Peas

Commodity	:	Marketing Season				
	:					
	:	1965-66	: 1964-65	: 1963-64	: 1962-63	: 1961-62

Canned Green Peas

Million cases basis 24/303's

Carryover	5.9	8.0	6.9	6.1	6.3
Pack	37.6	30.0	33.6	33.7	32.4
Total Supply	43.5	38.0	40.5	39.8	38.7
Disappearance	N.A.	32.1	32.5	32.9	32.6
Carryover	N.A.	5.9	8.0	6.9	6.1

Frozen Green Peas

Million pounds

Carryover	97.5	100.7	98.9	86.4	74.6
Pack	429.2	336.9	344.8	356.9	346.1
Total Supply	526.7	437.6	443.7	443.3	420.7
Disappearance	N.A.	340.1	343.0	344.4	334.3
Carryover	N.A.	97.5	100.7	98.9	86.4

N.A. - Not Available. Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers and Statistical Reporting Service, USDA.

1966 Acreage-Marketing Guides
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Spinach

Year	: Acreage : :Planted:For harvest:	Yield : per acre	: :Production:	: Price ^{1/} :	: Value ^{1/} :
	(1,000 acres)	(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1966 Planted Acreage Guide and probable production</u>					
Canning (acreage 15 percent more than in 1965)	14.8	<u>2/</u> 5.8		77.3	
Freezing (acreage 5 percent less than in 1965)	<u>12.5</u>	<u>2/</u> 5.8		<u>65.2</u>	
Total	27.3			142.5	

Background statistics

Canning

1965 Prel.	12.9	10.2	6.0	61.1	39.20	2,393
1964	15.3	13.7	5.7	78.4	36.70	2,881
1963	17.8	16.1	5.3	84.9	36.60	3,106
1962	16.8	14.0	4.7	65.6	32.80	2,154
1961	20.6	18.2	4.4	80.9	34.80	2,820

Freezing

1965 Prel.	13.2	11.2	5.6	63.2	41.30	2,609
1964	12.7	11.6	5.9	68.4	40.20	2,749
1963	12.1	11.1	6.4	70.8	38.40	2,721
1962	12.1	10.6	5.3	56.5	41.50	2,348
1961	13.6	12.3	5.2	63.6	36.60	2,327

Total

1965 Prel.	26.1	21.4	5.8	124.3	40.20	5,002
1964	28.0	25.3	5.8	146.8	38.30	5,630
1963	29.9	27.2	5.7	155.7	37.40	5,827
1962	28.9	24.6	5.0	122.1	36.90	4,502
1961	34.2	30.5	4.7	144.5	35.60	5,147

^{1/} See footnote on page 35.

^{2/} 1964-65 average yield.

Comments

Production of spinach for processing in 1965 was considerably below average. The reduction was most evident in the crop grown for canning. But production for freezing was also lower than a year earlier.

Heavy abandonment in the winter and spring affected production for both canning and freezing. But reduced plantings were largely responsible for the smaller canning crop -- yields for canning spinach were high. Conversely, acreage for freezing had been expanded from a year earlier. Below-average

yields, however, were mostly responsible for the smaller crop than in 1964.

Canned Spinach

Carryover of canned spinach into the 1965 packing season was record large, 16 percent above a year earlier. Low prices reflected the burdensome supply situation during 1964-65. But relief was given by a sharply reduced early-season production. The 4.1 million cases (basis 24/303's) packed in the spring of 1965 were nearly a third smaller than the 1964 spring pack. Thus, supplies available for marketing during the spring and summer of 1965 were substantially below those of the preceding year. On October 1, 1965, only 3.2 million cases of canned spinach remained in canners' hands, a quantity 35 percent below a year earlier.

In reflection of the abruptly changed supply situation, prices for canned spinach increased substantially during the summer and fall of 1965. Nevertheless, shipments exceeded those of a year earlier.

Canners' supplies on January 1, 1966 totaled only 2.4 million cases, smallest for that date since 1956. Carryover into the 1966 packing season will likely be light. So, to satisfy 1966-67 market requirements, a substantially larger pack will be required.

1966 Guide - Canning

The 1966 guide is a planted acreage 15 percent larger than in 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 27 percent larger than in 1965.

Frozen Spinach

Heavy disappearance worked off most of the large supplies that had been available during the 1964-65 marketing year. But carryover of frozen spinach into the 1965 season was still relatively large. Packers, however, processed a smaller amount of frozen spinach in the spring of 1965 than they had a year earlier. Consequently, supplies available for the 1965-66 season were in reasonably good balance with market needs.

Frozen holdings at the end of 1965 were 51 million pounds compared to 55 million a year earlier. Although total disappearance for the season may fail to equal the record high of 1964-65, carryover into the 1966 packing season will likely be smaller than in 1965. A slightly larger pack in 1966 may be needed to fill market needs. But with average yields, a sufficiently larger crop could be grown on a smaller acreage.

1966 Guide - Freezing

The 1966 guide is a planted acreage 5 percent smaller than in 1965. Such an acreage, with normal abandonment and a 1964-65 average yield, will result in a production 3 percent larger than in 1965.

Supply and Disappearance of Processed Spinach

Commodity	Marketing Season				
	1965-66	1964-65	1963-64	1962-63	1961-62

Canned Spinach

Million cases basis 24/303's

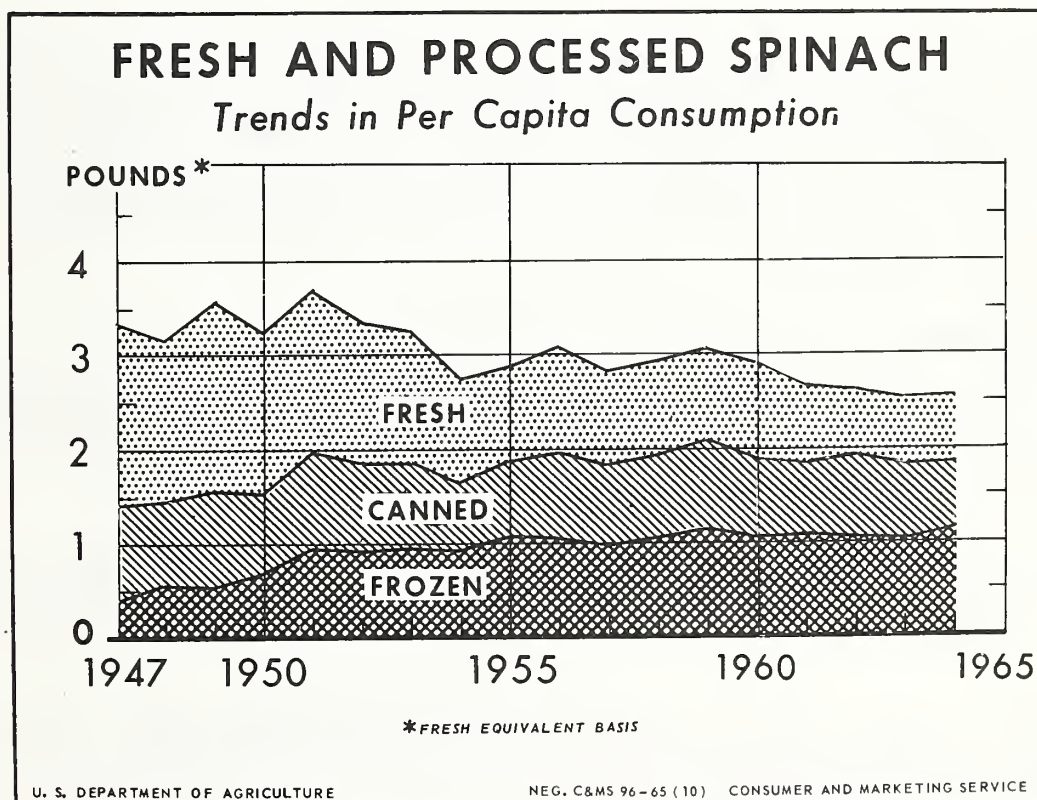
Carryover	4.0	3.5	2.8	2.8	3.3
Pack	N.A.	7.6	8.0	7.3	7.7
Total Supply	N.A.	11.1	10.8	10.1	11.0
Disappearance	N.A.	7.1	7.3	7.3	8.2
Carryover	N.A.	4.0	3.5	2.8	2.8

Frozen Spinach

Million pounds

Carryover	38.2	35.1	25.6	38.9	37.3
Pack	N.A.	127.0	119.7	97.3	116.5
Total Supply	N.A.	162.1	145.3	136.2	153.8
Disappearance	N.A.	123.9	110.2	110.6	114.9
Carryover	N.A.	38.2	35.1	25.6	38.9

N.A. - Not Available. Source: National Canners Association; Bureau of the Census, U. S. Department of Commerce; National Association of Frozen Food Packers; Statistical Reporting Service, USDA.



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Tomatoes

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	per acre	: <u>Production</u> :	<u>Price</u> / :	<u>Value</u> /
	(1,000 acres)		(tons)	(1,000 tons)	(\$ per ton)	(\$1,000)
<u>1966 Planted Acreage Guide</u>						
<u>and probable production</u>						
(see 1966 guide						
below)	271.9		<u>2/</u> 17.4	4,687.7		
<u>Background statistics</u>						
1965 Prel.	247.9	244.3	18.0	<u>3/</u> 4,395.4	37.10	159,683
1964	272.8	270.1	16.9	4,561.0	30.70	140,125
1963	250.2	248.1	16.4	4,070.6	26.70	108,754
1962	328.9	326.7	16.5	5,377.0	28.40	152,793
1961	306.8	304.0	14.0	4,247.7	29.70	125,977

1/ See footnote on page 35.

2/ 1964-65 average yields by States.

3/ Includes 90.7 thousand tons not marketed in 1965 and excluded in computing value.

Comments

Aggregate supplies of canned tomatoes and tomato products for 1964-65 marketing were relatively large. But unusually heavy disappearance was recorded, and carryover into the 1965 packing season was below that of the two preceding years. Acreage for 1965 harvest was reduced by 10 percent from 1964. But in spite of periods of dry weather in the East and spotted early freezes in the West, the U. S. average yield reached a new record high. Production was only four percent below 1964.

Peeled Tomatoes

Disappearance of peeled tomatoes during the 1964-65 season was unusually large -- 13 percent above 1963-64 and 15 percent more than the average of the five preceding seasons. This was sufficient to reduce carryover to a level substantially below that of 1964 and 1963.

The 1965 pack was slightly smaller than that of a year earlier, but substantially above average. Thus, total supplies for the 1965-66 season were the second largest of the past decade, only surpassed by the preceding season's supply.

Prices during the early part of the 1965-66 marketing season were high -- significantly above those of a year earlier. Total disappearance is not likely to equal the record movement recorded in 1964-65. So, the 1966 carryover will probably be larger than in 1965.

Tomato Products

Utilization of tomato products was also heavy during the 1964-65 season. Disappearance of tomato juice failed to match the record utilization of the preceding season. But this reduction was more than offset by larger movement of some other tomato products.

Record-large quantities of catsup were again shipped in 1964-65, continuing the trend of increasing consumption of this product. Catsup disappearance in 1964-65 exceeded that of the preceding year by 11 percent and was 82 percent greater than in 1954-55, just ten years before.

Carryover of catsup into the 1965 packing season was 18 percent smaller than in 1964. The 1965 pack was moderately larger than in 1964, but total supplies for 1965-66 marketing were slightly smaller than in 1964-65.

Catsup prices increased substantially in 1965 and this may retard 1965-66 movement to some degree. Even so, carryover of catsup into the 1966 packing season will probably be smaller than in 1965.

Although disappearance of juice slipped in 1964-65, carryover at the end of the season was equal to a year earlier. The 1965 pack was seven percent smaller than in 1964. Thus, total supply for 1965-66 was moderately smaller than a year earlier. Movement during the current marketing season may be smaller than in 1964-65, but carryover in mid-1966 is likely to be below that of a year earlier.

Precise pack and inventory data are not available for other tomato products. Markets are generally firm at high levels. In the aggregate, supplies of canned tomatoes and tomato products are estimated to be moderately smaller than a year earlier and carryover into the 1966 packing season is likely to be smaller than in 1965. To satisfy market needs in 1966-67, a 1966 production larger than that of 1965 will be required.

1966 Guide

The 1966 guide is a planted acreage 15 percent larger than in 1965 in California and 5 percent larger than in 1965 in all other States. Such acreages, with normal abandonment and 1964-65 average yields by States, will result in a production 7 percent larger than in 1965.

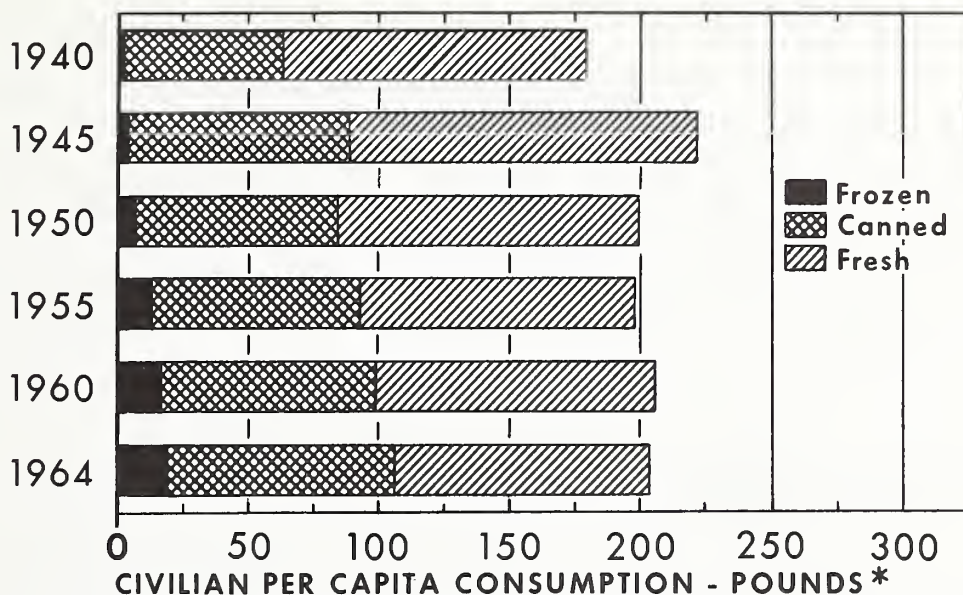
Supply and Disappearance of Processed Tomatoes and Selected Tomato Products

Commodity	Marketing Season				
	: 1965-66	: 1964-65	: 1963-64	: 1962-63	: 1961-62
<u>Million cases basis 24/303's</u>					
<u>Canned Tomatoes</u>					
Carryover	8.6	9.9	10.3	8.9	8.7
Pack	36.0	36.4	33.0	35.5	34.0
Total Supply	44.6	46.3	43.3	44.4	42.7
Disappearance	N.A.	37.7	33.4	34.1	33.8
Carryover	N.A.	8.6	9.9	10.3	8.9
<u>Tomato Juice</u>					
Carryover	12.7	12.7	15.6	9.4	12.8
Pack	40.0	43.1	42.1	49.0	38.5
Total Supply	52.7	55.8	57.7	58.4	51.3
Disappearance	N.A.	43.1	45.0	42.8	41.9
Carryover	N.A.	12.7	12.7	15.6	9.4
<u>Catsup and Chili Sauce</u>					
Carryover	10.9	13.4	16.5	9.3	9.0
Pack	34.2	34.0	29.7	38.7	29.6
Total Supply	45.1	47.4	46.2	48.0	38.6
Disappearance	N.A.	36.5	32.8	31.5	29.3
Carryover	N.A.	10.9	13.4	16.5	9.3

N. A. - Not Available.

SOURCE: National Cannery Association and Bureau of the Census, U. S. Department of Commerce.

MOST VEGETABLES NOW CONSUMED IN PROCESSED FORMS



* EXCLUDES MELONS, POTATOES, SWEETPOTATOES, CANNED BABY FOODS AND CANNED SOUPS.

° PRELIMINARY.

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1/ Prices in 1964 and 1965 for processing vegetable crops are not strictly comparable with earlier years. Beginning in 1964, the price used in determining the crop value is the per unit value at the processing plant door. Prior to 1964, the price was based on the average price at first receiving point.

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